

10 August 1977

MEMORANDUM FOR: Director of Central Intelligence

THROUGH: Acting Deputy Director of Central Intelligence

FROM: Herbert E. Hetu  
Assistant to the Director  
(Public Affairs)

SUBJECT: ABC - "Good Morning America"

1. Action Requested: ABC proposes to produce a one hour show to illustrate what the CIA does and how it operates, with emphasis on new objectives. The hour would be shown on "Good Morning America" on Friday, 16 September. It is intended that the Agency's 30th anniversary on 17 September will serve as an overall theme. (Attachments A and B are for your information and reference.) It would consist of three or four, six to eight minute film segments, plus a 12-15 minute live interview with the DCI. We request permission for ABC-Television to film at CIA Headquarters Building on Saturday, 10 September, and to make arrangements for a live television interview with the DCI at the ABC Television studio in Washington, D.C., on Friday, 16 September, between 0700 and 0900 hours.

2. Proposed Contents: The following list of possible subjects has been developed: the automated cartography program; the Headquarters library facilities; the recruitment process employed in hiring employees for several diverse positions; preparation of analytical material on such issues as Soviet economy, PRC oil, weather and ecology; the Operations Center; the support activities of the DDA; and various aspects of security -- burn baskets, safes, vaults, and disposable typewriter ribbons.

3. Security Factors: ABC has agreed to all filming restrictions, and security review of the film shot on Agency premises. Their agreement to film on Saturday is intended to simplify security.

4. No Control of Narrative Content: As in any media story or interview, we will have no control over the narrative or story content. But I am confident that, as in the case of "60 Minutes," the product will sell itself.

5. Recommendation: It is my recommendation that you approve the ABC request and permit us to proceed with arrangements.

STATINTL

[REDACTED]

Herbert E. Hetu

Attachments

- A. HEHetu Memorandum for the Record, 21 June 1977
- B. HEHetu Memorandum for the Record, 4 August 1977

APPROVAL:

\_\_\_\_\_  
Director of Central Intelligence

\_\_\_\_\_  
Date

DISAPPROVAL:

\_\_\_\_\_  
Director of Central Intelligence

\_\_\_\_\_  
Date

cc: DDA ✓  
DDI  
DDS&T  
DDO  
D/O/S

21 June 1977

MEMORANDUM FOR THE RECORD

SUBJECT: Meeting with ABC GOOD MORNING AMERICA  
Representatives

1. Sonya Selby-Wright and Charles L. M. Woolsey of ABC's GOOD MORNING AMERICA, visited with me today to discuss the possibility of doing a segment of their show at CIA.

2. They made the following proposals:

a. Their preference would be a walking tour with the DCI during which he would discuss with David Hartman the importance of intelligence and the human side of CIA-- the kinds of people who work here and what they do.

b. Having been told of the difficulties, security and others, presented by filming in the building, they said they would be perfectly happy to do as much of the work on a Saturday as possible.

c. In the interest of expediency (for us and them) they might want to use two crews and one cameraman to do hand-held cutaways. Their hope would be to complete the assignment in one day, after an initial survey of what could be shown. They had in mind a 15-20 minute segment.

d. They expressed understanding for the fact that there is a severe limit to the areas that would be involved and that they would not be able to show something that hasn't been shown to other media that have worked in the building. About five different locations would be all they need.

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3. I made the following points to them:

a. They are, in fact, third in line--behind CBS and NBC.


b. We would not want to expose the Agency to a frivolous treatment.

c. We would have to have someone present during the processing of the film, and we would have to have review rights to the raw film for security reasons. They agreed.

d. I told them I could make no firm commitment at this point; that their proposal would be considered; and that, at any rate, fruition still would be some time off.

4. Observations: Their proposal was serious and sincere. They seemed willing to accommodate any restrictions we might impose. Overall impression was favorable.

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Herbert E. Hetu

cc DCI  
DDCI  
DDA  
DDI  
DDS&T  
D/OS  
DDO

4 August 1977

MEMORANDUM FOR THE RECORD

SUBJECT: Second Meeting with ABC GOOD MORNING AMERICA Representatives

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1. Forrest "Woody" Frazier and Sonya Selby-Wright, the executive producer and an associate producer respectively of ABC's GOOD MORNING AMERICA program, met with us yesterday afternoon for an hour to continue discussions on the possible production of several segments on CIA for the show. The meeting was also attended by [REDACTED] (DDA/EO), Robert Gambino (DDA/OS), and [REDACTED] of this office. [REDACTED]

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2. Mr. Frazier proposed that ABC produce four diversified segments of 8 to 10-minute duration illustrating "what the CIA does and how it operates," with emphasis on new objectives, which together would form a 1-hour segment of this program to be aired on Friday, 16 September. The following list of possible subjects was developed: a live interview with the DCI at the ABC studio in Washington; the automated cartography program; the Headquarters Library facilities; the recruitment process employed in hiring employees for several diverse positions; preparation of analytical material on such issues as Soviet economy, PRC oil, weather and ecology; the Operations Center; the support activities of the DDA; and various aspects of security -- burn baskets, safes, and vaults.

3. Frazier indicated he would wish to bring a producer-writer down from New York to prepare a highly structured script, which would permit the completion of filming in one day. Frazier was agreeable to filming on a Saturday to avoid security problems. He agreed to all filming restrictions and security review of the film. It was suggested that the Agency's 30th anniversary on 17 September might serve as an overall theme. The probable date for filming would be 10 September.

[REDACTED]

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Herbert E. Hetu  
Assistant for Public Affairs  
to the Director of Central Intelligence

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A/DCI/PAO [REDACTED] ee

Distribution.

Orig - ABC file

cc: EO/DDA  
D/OS

1 - PAO Board/destruction

1 - [REDACTED]

1 - PAO Chrono

GOOD MORNING AMERICA, Monday, 19 September

0700-0730 Regular programs

0730 David Hartman and the DCI briefly discuss  
CIA's 30th Anniversary

-- News of the day

-- Film of tour of the building

-- People in the news (regular GOOD MORNING AMERICA  
feature)--will deal on this date with all ex-DCI's  
using films of their portraits and biographical  
notes on each)

-- Jack Anderson (regular feature)--will do a voice-  
over narration of film concerning security at CIA.

-- Rona Barrett's Hollywood (regular feature)--will  
show film-clips of Hollywood films on CIA, i.e.,  
how Hollywood projects the CIA image. This will  
lead into:

-- Hartman and DCI discussing "the real CIA."

-- Remainder of half hour

0800 Hartman and DCI in brief discussion. This leads  
into:

-- News of the day

-- Normal programming until 0830

0830 Hartman and DCI brief discussion. This leads  
into:

-- News of the day

-- Filmed tour of the building (repeat of earlier film)

-- People (regular feature)--subject on this day will be  
what Presidents of the United States have said about  
intelligence and the CIA (ABC will attempt to get a  
statement by President Carter on film for this segment)

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- Sandy Hill (co-host of show) visits CIA cartography section on film
- How to join CIA: Filmed story on recruiting and training
- Hartman and DCI finish the show.

Thurs - Common here  
for Center


Department

a) WRO

Get a receipt DDI

Security - what you look for.  
How you do it.  
Saying get some clearance

Watch off.

Recruiter - James or  
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re-recruiter